

# PATENT ABSTRACTS

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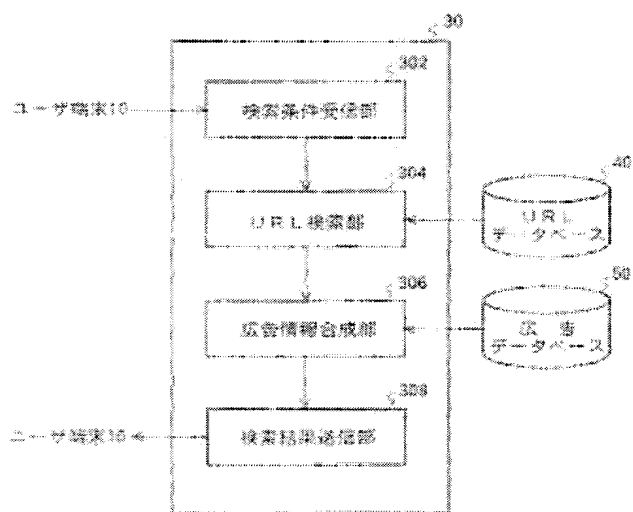
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## (54) INFORMATION PROVIDING SYSTEM, INFORMATION PROVIDING DEVICE, AND TERMINAL



10... USER TERMINAL  
302... SEARCH CONDITION SPECIFYING UNIT  
304... URL SEARCHING UNIT  
306... ADVERTISEMENT INFORMATION COMBINING UNIT  
308... SEARCH RESULT TRANSMITTING UNIT  
40... URL DATABASE  
50... ADVERTISEMENT DATABASE

### (57)Abstract:

An information providing system, information providing device, and an information providing method, in which provision information such as URL information provided to users and its relevant information including advertisement and effectively related to the provision information are displayed. An advertisement provider specifies, according to advertisement registration search condition, provision information to which advertisement information is to be added. When a user searches for provision information, advertisement information is added to a list of provision information of the search results according the advertisement registration search condition. The advertisement information is displayed near the provision information, thereby enhancing the effect of advertisement